



Order / Rev: 703966  
 Alt Order #: 06259683  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	10/23/12	10/29/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$130.00		0.00			
E 3	WFMY	10/23/12	10/26/12	CBS This Morning CBS This Morning	CM	8-10a	-TWTF--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-TWTF--					4	\$100.00		0.00			
E 4	WFMY	10/27/12	10/27/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$70.00		0.00			
E 5	WFMY	10/23/12	10/29/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$225.00		0.00			
E 6	WFMY	10/23/12	10/29/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$200.00		0.00			
E 7	WFMY	10/23/12	10/29/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$275.00		0.00			
E 8	WFMY	10/23/12	10/29/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
E 9	WFMY	10/23/12	10/29/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
E 11	WFMY	10/28/12	10/28/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
E 12	WFMY	10/23/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$100.00		0.00			
E 13	WFMY	10/23/12	10/29/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$350.00		0.00			
E 14	WFMY	10/23/12	10/29/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$525.00		0.00			
E 15	WFMY	10/23/12	10/29/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$700.00		0.00			
E 16	WFMY	10/27/12	10/27/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$150.00		0.00			

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**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WFMY	10/27/12	10/27/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/22/12-10/28/12	News 2 at 7 Saturday		7-730p	-----Sa--	:30		<del>(\$150.00)</del>		0.00	NM		
	Unresolved [Recon Preempt] College Football Blitz overrun														
E 18	WFMY	10/23/12	10/29/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		2				\$550.00		0.00			
E 19	WFMY	10/23/12	10/29/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3				\$550.00		0.00			
E 23	WFMY	10/29/12	10/29/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,250.00		0.00			
E 25	WFMY	10/23/12	10/23/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,750.00		0.00			
E 28	WFMY	10/24/12	10/24/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$1,350.00		0.00			
E 30	WFMY	10/25/12	10/25/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$2,000.00		0.00			
E 34	WFMY	10/26/12	10/26/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,300.00		0.00			
E 37	WFMY	10/27/12	10/27/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$750.00		0.00			
E 39	WFMY	10/28/12	10/28/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,800.00		0.00			
E 40	WFMY	10/28/12	10/28/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,200.00		0.00			
E 42	WFMY	10/23/12	10/29/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTFSS		2				\$350.00		0.00			
E 43	WFMY	10/23/12	10/29/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$120.00	P-3	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		2				\$120.00		0.00			
E 44	WFMY	10/23/12	10/29/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	3	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 44	WFMY	10/23/12	10/29/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	3	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3				\$25.00		0.00			
E 46	WFMY	10/28/12	10/28/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$70.00		0.00			
N 47	WFMY	10/29/12	10/29/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$60.00		0.00			
N 48	WFMY	10/28/12	10/28/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$250.00		0.00			
N 49	WFMY	10/28/12	10/28/12	NFL Football Panthers Football	CM	1-7p	-----S	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,250.00		0.00			
N 50	WFMY	10/23/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		1				\$100.00		0.00			
N 51	WFMY	10/23/12	10/29/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		1				\$150.00		0.00			
													Totals	56	\$25,210.00